

TvSCAN

Marianne Campbell - 8/15/12 12:04 PM

Broadcast Order/Confirmation

Miami-Ft. Lauderdale (B&C) - CNO/11 Nielsen

#54650

Buyer Marianne Campbell
Client RPOF3pack(Bogdanoff,Gardiner,G

Order Number 384
Campaign 9.17
Flight Flight 1 09/17/12-09/23/12

Station WFOR
Address

Agency McLaughlin & Assoc.
Address address one
address two
address three
address four

WFOR-CBS

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	DMA P 50+ CPP
NWS4THS MRN AM Mo-Fr 6:00a-7:00a	\$300	Sep17-Sep21	:30	5	1	1	1	1	1	--	--	1	\$300.00
CH 4 NWS-12 NN Mo-Fr 12:00p-12:30p	\$350	Sep17-Sep21	:30	5	1	1	1	1	1	--	--	2	\$175.00
CH 4 NEWS-5PM Mo-Fr 5:00p-5:30p	\$1,080	Sep17-Sep21	:30	5	1	1	1	1	1	--	--	3	\$360.00
CH 4 NWS-5.30P Mo-Fr 5:30p-6:00p	\$1,080	Sep17-Sep21	:30	5	1	1	1	1	1	--	--	3	\$360.00
CH 4 NWS-6PM Mo-Fr 6:00p-6:30p	\$1,350	Sep17-Sep21	:30	5	1	1	1	1	1	--	--	3	\$450.00
CBS EVE NWS Mo-Fr 6:30p-7:00p	\$650	Sep17-Sep21	:30	3	1	1	1	--	--	--	--	3	\$216.67
CH 4 NWS 11 PM Mo-Fr 11:00p-11:30p	\$1,350	Sep17-Sep21	:30	5	1	1	1	1	1	--	--	3	\$450.00
CBS SAT NEWS Sat 6:00p-6:30p	\$500	Sep22-Sep22	:30	1	--	--	--	--	--	1	--	2	\$250.00
SUNDAY MRN-CBS Sun 9:00a-10:30a	\$1,350	Sep23-Sep23	:30	1	--	--	--	--	--	--	1	3	\$450.00
CH4 NWS 6.30PM Sun 6:00p-6:30p	\$1,350	Sep23-Sep23	:30	1	--	--	--	--	--	--	1	5	\$270.00

WFOR Totals	\$32,700			36	Reach / Frequency							94 27.1	\$347.87 3.5
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Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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TAPSCAN
By Nielsen & Co.

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE** ☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date: 8.06.12
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I, McLaughlin & Associates,
 being/on behalf of: RPOF 3 PACK (Bogdanoff, Gardner, Gaetz), a legally
 qualified candidate of the Republican political
 party for the office of: FL State Senate
 in the General
 election to be held on: 11.06.12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges: ORDER ATTACHED

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by;

Republican Party of Florida

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

RPOF Treasurer: Jeff Howell

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

08.06.12

Date

M Campbell

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title